7: Nash E-5 (1957-1967) 1970 NV9 Tzeltal NV9
Amatenango del Valle

000 town. However, other cooperatives have been successfully organized to
474 finance small-scale oeprations. Five record players with loudspeakers have
275 been installed in the houses of members who sell liquor. Once the initial
216 investment is made, the operating costs are low: 27 pesos for electricity, 25
454 pesos for a liquor license, 30 pesos for *hacienda* or state tax, and 10 pesos
434 for the township tax. Liquor bought at 60 pesos for an 18-liter jug is resold at 72 pesos. The total monthly cost of 92 pesos yields a net profit of about 300 pesos. The cost of the installation, 5,000 pesos, was low enough for some of the richer members of the community to finance individually, but as one of the operators told me, it was too risky—that is, too profitable.
474 The envy the neighbors would feel on seeing the profits made would
434 never result in witchcraft against all of the members, whereas an individ-
626 ual owner could expect that he himself or a member of his household
754 would become ill or die as the victim of witchcraft. These early entrepreneurs recognize the value of the cooperative in overcoming the force of envy which has effectively inhibited acquisition or display in these corporate Indian communities. Instead of socializing losses, one of its functions
[182] in modern capital organizations, the cooperative in Tzo'ontahal serves to socialize gains.

474 The most enterprising action of the new cooperatives has been the pur-
493 chase of a truck, initiated by the entrepreneur, Santos. The purchase of the
452 truck was inspired by the example of the Ladino secretary, who with his wife and son had a monopoly on the transportation of pottery, people, and wheat out of the village. Furthermore, in the neighboring town of Zinacantan the Indians were successfully operating two trucks. Santos went with his brother to the director of the I.N.I. in Las Casas to ask for a co-signer on the installment purchase of a Chevrolet truck, since without a Ladino sponsor Indians could not get credit with the company. According to one informant, I.N.I. officials advised them that they would not be able to profit from this venture and that they should buy a tractor with their money. The brothers persisted and went to the Dodge company in the state capital. The company agreed to sell to the Indians without Ladino co-signers on the basis of a down payment of 10,000 pesos. The initial payment was raised with thirty Indians putting up the money. Some gave no more than 150 pesos, but as the instigators of the purchase remarked, "The more members we have, the more power it gives us."

9:Nash E-5 (1964) 1970 NV9 Tzeltal NV9
Tzo?ontabal

men whom the lay sisters assisting the priest have organized to help carry out the Mass and other church rituals. 794

Another pair of officials, the *krinsipaletik* or principales, were not mentioned in the category "officials in the townhall" or in that of "officials in the church," until I questioned, "Who names the officials?" The response was, "Principales with the president." In order to arrive at the higher honorific posts of principal, one must serve five times in the civil and six times in the religious posts in the traditional hierarchy. The principales provide continuity in the transfer of authority, remaining in the townhall when the old officials depart to their homes, and passing over the staffs to the new officials (App. 1, Q. 28, 31). It is a position without power in the day-to-day administration of affairs. Although the incumbents occupy prestigeful positions and carry out ceremonial acts, many men avoid the office because of the loss of status in carrying out one of their most important acts, the collection of contributions for the major fiestas. The two principales must hold the plate into which the money is turned over by the police, and this causes "embarrassment." Formerly they were also bankers, holding the money until it was spent. This responsibility gave prestige to the act of receiving the money, now redefined as a sort of begging operation. 624 554 [182] 624 554 794 [453]

A ceremonial link between the civil and religious wings is the group of officers known as the *alperesetik*, alfereces. They are associated with the four major saints, who are also represented by the *kobrarias* of Sacramento, Santa Lucia, San Pedro Martyr, and San Francisco. Their rank order is determined not by the importance of the saint but by the order of entry into office. These are named: *tat pasaro*, the past "father"; *lil pasaro*, remains past; *sc'ebal pasaro*, second past; and *?ac' alperes*, new alferez. They sit, move, and are served in this order wherever they appear. Although tied to a *t'ultat*, spirit father or saint, they function in the townhall in bearing the banners there from the church for civil affairs (App. 1, Q. 27), and they provide the post which is crucial for learning the set speeches useful in all formal occasions, called the *pat?ot'an*, 'behind the heart.' Because of the crucial nature of this speechmaking, no man can progress into the post of first or second regidor without having passed through that of alferez. This post is the most difficult to fill because of the high outlay (3000 pesos in one year of average expenditures, about half the 794 [776] 794 554 794 554 621 537 [624] 794 434 681

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